



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-15-2012 PAGE: 1 of 1

CAMPAIGN GROUP - 304  
ATTN: LISA CABANEL  
1600 LOCUST STREET  
PHILADELPHIA PA 19103

Contract No 402381	Contract Dt 10-15-2012	Revision Dt	Rev# 0	Advertiser MARKELL FOR DELAWARE	Brand MARKELL FOR GOV-DE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA													
Agency Est# 10.16-22			SAR #	Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-16-2012	10-19-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	60		X	X	X	X			4	2,800	4	11,200.00	
2	10-16-2012	10-19-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	60		X	X	X	X			2	6,000	2	12,000.00	
3	10-16-2012	10-21-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	60		X	X	X	X		X	3	6,400	3	19,200.00	
4	10-21-2012	10-21-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)			8	60							1	1	1,800	1	1,800.00	
5	10-20-2012	10-21-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			9	60						X	X	1	1,400	1	1,400.00	
6	10-16-2012	10-21-2012	06:30PM - 07:00PM	EARLY NEWS ABC WORLD NEWS 630-7P MO-FR			9	30		X	X	X	X		X	2	3,400	2	6,800.00	
7	10-16-2012	10-19-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	60		X	X	X	X			1	2,800	1	2,800.00	
8	10-16-2012	10-19-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	60		X	X	X	X			1	4,400	1	4,400.00	
9	10-16-2012	10-19-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)			9	60		X	X	X	X			1	2,000	1	2,000.00	
																Contracted Gross Total:		16	61,600.00	
																Actual Gross Total:		16	61,600.00	
																Agency Commission:			9,240.00	
																Net Total:			52,360.00	
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total				
Oct 12			0.00	0.00		61,600.00		0.00								61,600.00				
TOTAL			0.00	0.00		61,600.00		0.00								61,600.00				

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood